



Counties: Lauderdale, AL



2000 Total Population	87,966
2000 Group Quarters	1,707
2008 Total Population	88,467
2013 Total Population	88,604
2008 - 2013 Annual Rate	0.03%



2000 Households	36,088
2000 Average Household Size	2.39
2008 Households	37,081
2008 Average Household Size	2.34
2013 Households	37,470
2013 Average Household Size	2.32
2008 - 2013 Annual Rate	0.21%
2000 Families	25,163
2000 Average Family Size	2.89
2008 Families	25,538
2008 Average Family Size	2.87
2013 Families	25,533
2013 Average Family Size	2.87
2008 - 2013 Annual Rate	0%



2000 Housing Units	40,424
Owner Occupied Housing Units	65.4%
Renter Occupied Housing Units	23.9%
Vacant Housing Units	10.7%
2008 Housing Units	42,650
Owner Occupied Housing Units	64.3%
Renter Occupied Housing Units	22.6%
Vacant Housing Units	13.1%
2013 Housing Units	43,684
Owner Occupied Housing Units	62.8%
Renter Occupied Housing Units	23.0%
Vacant Housing Units	14.2%

Median Household Income

2000	\$33,506
2008	\$39,360
2013	\$43,314

Median Home Value

2000	\$80,882
2008	\$107,737
2013	\$111,225

Per Capita Income

2000	\$18,626
2008	\$21,375
2013	\$23,207

Median Age

2000	37.6
2008	40.0
2013	41.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Lauderdale, AL

**2000 Households by Income**

Household Income Base	36,128
< \$15,000	22.5%
\$15,000 - \$24,999	15.7%
\$25,000 - \$34,999	13.5%
\$35,000 - \$49,999	17.1%
\$50,000 - \$74,999	16.6%
\$75,000 - \$99,999	7.4%
\$100,000 - \$149,999	4.9%
\$150,000 - \$199,999	1.0%
\$200,000+	1.3%
Average Household Income	\$44,688

2008 Households by Income

Household Income Base	37,081
< \$15,000	18.0%
\$15,000 - \$24,999	14.5%
\$25,000 - \$34,999	12.3%
\$35,000 - \$49,999	16.2%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	9.1%
\$100,000 - \$149,999	6.1%
\$150,000 - \$199,999	1.5%
\$200,000+	1.4%
Average Household Income	\$50,423

2013 Households by Income

Household Income Base	37,470
< \$15,000	16.0%
\$15,000 - \$24,999	14.0%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	22.4%
\$75,000 - \$99,999	10.1%
\$100,000 - \$149,999	7.1%
\$150,000 - \$199,999	1.6%
\$200,000+	1.6%
Average Household Income	\$54,234

2000 Owner Occupied HUs by Value

Total	26,432
<\$50,000	21.7%
\$50,000 - 99,999	43.4%
\$100,000 - 149,999	20.2%
\$150,000 - 199,999	7.9%
\$200,000 - \$299,999	4.0%
\$300,000 - 499,999	2.2%
\$500,000 - 999,999	0.6%
\$1,000,000+	0.1%
Average Home Value	\$100,194

2000 Specified Renter Occupied HUs by Contract Rent

Total	9,381
With Cash Rent	90.8%
No Cash Rent	9.2%
Median Rent	\$318
Average Rent	\$317

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Lauderdale, AL



2000 Population by Age

Total	87,966
0 - 4	5.9%
5 - 9	6.4%
10 - 14	6.7%
15 - 19	7.1%
20 - 24	7.1%
25 - 34	13.0%
35 - 44	14.9%
45 - 54	13.7%
55 - 64	10.2%
65 - 74	8.1%
75 - 84	5.2%
85+	1.7%
18+	77.0%

2008 Population by Age

Total	88,467
0 - 4	6.0%
5 - 9	5.8%
10 - 14	6.0%
15 - 19	6.3%
20 - 24	6.4%
25 - 34	12.8%
35 - 44	13.9%
45 - 54	14.8%
55 - 64	12.4%
65 - 74	8.1%
75 - 84	5.4%
85+	2.3%
18+	78.7%

2013 Population by Age

Total	88,604
0 - 4	5.9%
5 - 9	5.6%
10 - 14	6.0%
15 - 19	6.3%
20 - 24	6.2%
25 - 34	11.4%
35 - 44	13.4%
45 - 54	15.1%
55 - 64	13.8%
65 - 74	8.4%
75 - 84	5.4%
85+	2.6%
18+	79.0%

2000 Population by Sex

Males	47.8%
Females	52.2%

2008 Population by Sex

Males	48.0%
Females	52.0%

2013 Population by Sex

Males	48.1%
Females	51.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Lauderdale, AL



2000 Population by Race/Ethnicity

Total	87,966
White Alone	88.4%
Black Alone	9.8%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.4%
Two or More Races	0.8%
Hispanic Origin	1.0%
Diversity Index	22.5

2008 Population by Race/Ethnicity

Total	88,467
White Alone	87.1%
Black Alone	10.6%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.6%
Two or More Races	1.0%
Hispanic Origin	1.6%
Diversity Index	25.5

2013 Population by Race/Ethnicity

Total	88,604
White Alone	86.2%
Black Alone	11.0%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.7%
Two or More Races	1.1%
Hispanic Origin	2.2%
Diversity Index	27.7



2000 Population 3+ by School Enrollment

Total	84,793
Enrolled in Nursery/Preschool	1.7%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	11.3%
Enrolled in Grade 9-12	5.3%
Enrolled in College	5.9%
Enrolled in Grad/Prof School	0.7%
Not Enrolled in School	73.8%

2008 Population 25+ by Educational Attainment

Total	61,499
Less than 9th Grade	6.8%
9th - 12th Grade, No Diploma	12.5%
High School Graduate	35.8%
Some College, No Degree	19.1%
Associate Degree	5.4%
Bachelor's Degree	13.0%
Graduate/Professional Degree	7.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Lauderdale, AL****2008 Population 15+ by Marital Status**

Total	72,761
Never Married	22.0%
Married	59.8%
Widowed	7.6%
Divorced	10.6%

**2000 Population 16+ by Employment Status**

Total	70,064
In Labor Force	58.9%
Civilian Employed	55.6%
Civilian Unemployed	3.3%
In Armed Forces	0.1%
Not in Labor Force	41.1%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	93.5%
Civilian Unemployed	6.5%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	94.1%
Civilian Unemployed	5.9%

2000 Females 16+ by Employment Status and Age of Children

Total	37,030
Own Children < 6 Only	6.9%
Employed/in Armed Forces	3.8%
Unemployed	0.2%
Not in Labor Force	2.8%
Own Children < 6 and 6-17 Only	5.2%
Employed/in Armed Forces	2.5%
Unemployed	0.2%
Not in Labor Force	2.5%
Own Children 6-17 Only	18.0%
Employed/in Armed Forces	12.0%
Unemployed	0.5%
Not in Labor Force	5.6%
No Own Children < 18	69.8%
Employed/in Armed Forces	29.7%
Unemployed	2.2%
Not in Labor Force	38.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



Counties: Lauderdale, AL

**2008 Employed Population 16+ by Industry**

Total	39,950
Agriculture/Mining	0.9%
Construction	7.7%
Manufacturing	18.1%
Wholesale Trade	3.8%
Retail Trade	14.1%
Transportation/Utilities	5.6%
Information	1.0%
Finance/Insurance/Real Estate	4.8%
Services	40.2%
Public Administration	3.9%

2008 Employed Population 16+ by Occupation

Total	39,950
White Collar	53.4%
Management/Business/Financial	10.2%
Professional	17.9%
Sales	13.1%
Administrative Support	12.1%
Services	16.4%
Blue Collar	30.3%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	7.4%
Installation/Maintenance/Repair	4.4%
Production	11.2%
Transportation/Material Moving	6.8%

**2000 Workers 16+ by Means of Transportation to Work**

Total	38,476
Drove Alone - Car, Truck, or Van	85.3%
Carpooled - Car, Truck, or Van	10.4%
Public Transportation	0.2%
Walked	1.5%
Other Means	0.6%
Worked at Home	2.1%

2000 Workers 16+ by Travel Time to Work

Total	38,476
Did Not Work at Home	97.9%
Less than 5 minutes	3.3%
5 to 9 minutes	11.3%
10 to 19 minutes	33.9%
20 to 24 minutes	15.5%
25 to 34 minutes	18.0%
35 to 44 minutes	4.3%
45 to 59 minutes	5.8%
60 to 89 minutes	3.2%
90 or more minutes	2.7%
Worked at Home	2.1%
Average Travel Time to Work (in min)	23.7

2000 Households by Vehicles Available

Total	36,088
None	6.0%
1	28.9%
2	40.3%
3	18.3%
4	4.6%
5+	1.9%
Average Number of Vehicles Available	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Lauderdale, AL****2000 Households by Type**

Total	36,088
Family Households	69.7%
Married-couple Family	55.8%
With Related Children	23.9%
Other Family (No Spouse)	13.9%
With Related Children	8.6%
Nonfamily Households	30.3%
Householder Living Alone	26.4%
Householder Not Living Alone	3.8%

Households with Related Children	32.5%
Households with Persons 65+	25.9%

2000 Households by Size

Total	36,088
1 Person Household	26.4%
2 Person Household	36.1%
3 Person Household	17.4%
4 Person Household	14.1%
5 Person Household	4.5%
6 Person Household	1.1%
7+ Person Household	0.3%

2000 Households by Year Householder Moved In

Total	36,088
Moved in 1999 to March 2000	18.9%
Moved in 1995 to 1998	26.2%
Moved in 1990 to 1994	16.7%
Moved in 1980 to 1989	14.2%
Moved in 1970 to 1979	11.1%
Moved in 1969 or Earlier	12.9%
Median Year Householder Moved In	1994

**2000 Housing Units by Units in Structure**

Total	40,424
1, Detached	72.6%
1, Attached	1.2%
2	2.4%
3 or 4	3.6%
5 to 9	3.8%
10 to 19	1.8%
20+	3.4%
Mobile Home	11.2%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	40,424
1999 to March 2000	2.3%
1995 to 1998	9.0%
1990 to 1994	9.9%
1980 to 1989	15.9%
1970 to 1979	20.9%
1969 or Earlier	42.0%
Median Year Structure Built	1974

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Counties: Lauderdale, AL

Top 3 Tapestry Segments

1.	Southern Satellites
2.	Green Acres
3.	Salt of the Earth



2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$56,529,814
Average Spent	\$1,524.50
Spending Potential Index	57
Computers & Accessories: Total \$	\$5,831,035
Average Spent	\$157.25
Spending Potential Index	66
Education: Total \$	\$32,925,347
Average Spent	\$887.93
Spending Potential Index	65
Entertainment/Recreation: Total \$	\$97,918,256
Average Spent	\$2,640.66
Spending Potential Index	71
Food at Home: Total \$	\$128,752,496
Average Spent	\$3,472.20
Spending Potential Index	71
Food Away from Home: Total \$	\$88,193,433
Average Spent	\$2,378.40
Spending Potential Index	69
Health Care: Total \$	\$116,685,783
Average Spent	\$3,146.78
Spending Potential Index	77
HH Furnishings & Equipment: Total \$	\$53,372,868
Average Spent	\$1,439.36
Spending Potential Index	63
Investments: Total \$	\$21,951,233
Average Spent	\$591.98
Spending Potential Index	58
Retail Goods: Total \$	\$701,396,855
Average Spent	\$18,915.26
Spending Potential Index	70
Shelter: Total \$	\$364,608,238
Average Spent	\$9,832.75
Spending Potential Index	63
TV/Video/Sound Equipment: Total \$	\$36,917,940
Average Spent	\$995.60
Spending Potential Index	69
Travel: Total \$	\$45,675,214
Average Spent	\$1,231.77
Spending Potential Index	65
Vehicle Maintenance & Repairs: Total \$	\$25,812,464
Average Spent	\$696.11
Spending Potential Index	70

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.